

ABSTRACT

An electronic guide information processing system includes: an information distributing apparatus 19 for converting the guide information D1 into electronic guide information, and then distributing the resultant data; and a portable terminal apparatus 14 for recording and reproducing the electronic guide information distributed from the information distributing apparatus 19. The electronic guide information D1 is visually displayed or/and audibly output in the portable terminal apparatus 14. Due to this structure, the information user can obtain the guide information about customers attracting facility in the form of electronic guide information D1, instead of in the form of conventional paper materials such as guidebooks and guide maps. Besides, by employing a system in which the electronic guide information D1 is distributed through broadcasting or communication infrastructure, the information user can easily and timely obtain the guide information about the customers attracting facility before he or she actually visits there.